

ORDER



Orders	Order / Rev:	707778
	Alt Order #:	06286494
	Product Desc:	ROMNEY FOR PRESIDENT
	Estimate:	33
	Flight Dates:	08/22/12 - 08/26/12
	Original Date / Rev:	08/20/12 / 08/24/12
	Order Type:	Political

	WKYC
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	American Rambler Productions/ POL
	Buying Contact:	
	Billing Contact:	
		138 Conant Street
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney/ R / President
	Demographic:	A35+
	Product Codes:	PL-Presidential
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	57	\$73,400.00	\$62,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	57	\$73,400.00	\$62,390.00	0.00
Totals	57	\$73,400.00	\$62,390.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	23%	\$73,400.00
Market	100%	\$319,130.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	31%	\$98,930.43
WJW	31%	\$98,930.43
WOIO	15%	\$47,869.57
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKYC	08/22/12	08/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-2	0.00 NM	6	\$6,000.00
2X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6		\$1,000.00		0.00				
E 2	WKYC	08/22/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$1,000.00	P-2	0.00 NM	6	\$6,000.00
2X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	--WTF--		6		\$1,000.00		0.00				
E 3	WKYC	08/22/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$550.00	P-2	0.00 NM	3	\$1,650.00
1X PER DAY														

Order / Rev: 707778
 Alt Order #: 06286494
 Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 33
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/22/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$550.00		0.00						
E 4	WKYC	08/22/12	08/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 5	WKYC	08/22/12	08/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 6	WKYC	08/22/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 7	WKYC	08/22/12	08/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 8	WKYC	08/22/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,000.00		0.00						
E 9	WKYC	08/22/12	08/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	5	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	NKYC	08/20/12-08/26/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,200.00)	0.00	NM				
See MG 9.7															
[Indians Game]															
6	NKYC	08/20/12-08/26/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,200.00)	0.00	NM				
See MG 9.7															
[Indians Game]															
7	NKYC	08/25/12-08/25/12		Sat Prime C	10-11p		-----Sa--	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 9.6,9.3															
E 10	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,800.00		0.00						
E 11	WKYC	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$750.00		0.00						
E 12	WKYC	08/22/12	08/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$700.00		0.00						
E 13	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

Order / Rev: 707778
 Alt Order #: 06286494
 Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 33

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$1,000.00		0.00				
E 14	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$1,000.00		0.00				
E 15	WKYC	08/25/12	08/25/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S-		1			\$2,800.00		0.00				
E 16	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		1			\$1,000.00		0.00				
E 17	WKYC	08/26/12	08/26/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		1			\$2,000.00		0.00				
E 18	WKYC	08/26/12	08/26/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-----S		2			\$2,800.00		0.00				
Totals													57	\$73,400.00	